

How to read information on Paper Packaging

Below is a scale of certifications, labels and terminology commonly found on paper packaging, arranged from best to worst based on environmental indicators. This is a guideline to help you to be an informed consumer, NOT an endorsement of products carrying the following labels.



Any brand with FSC 100% recycled logo

FSC Mixed Sources (label with recycled logo) – A mix of recycled and 100% FSC product. Commitment to protect high conservation value forests

FSC 100% – Commitment to protect high conservation value forests, but no recycled product is included

Avoid the following brandings:

- **FSC Mixed Sources** which include Controlled Wood – Fibre sourced from highly contentious areas
- **PEFC (including AFS)** – Poor governance, includes wood from badly managed forests, linked to world's worst forestry practices here in Australia
- **ISO 14001** – No guarantees regarding any environmental outcomes



- **No logo/branding at all** – Includes wood from illegally logged tropical forests, linked to worse displacement of indigenous communities, potential extinction of wildlife under threat from logging.

The future of paper

It is stated that we can only recycle paper a limited number of times. This is very true, but since there is so much virgin fibre paper on the market, we are a long way from having only recycled fibres from which to make paper. Office paper recycling has plenty of room to grow, and this will create more jobs and reduce waste. Our goal is to have only recycled papers on the market with truly ecologically sustainable new fibres being added to make up the remaining content.

For more information

We would be happy to give you or your organisation a presentation related to paper and its impacts on climate, biodiversity and the environment. For more information, please contact us.

The Wilderness Society

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Your guide to ethical copy paper

1. Use less paper. Conserving resources is as easy as just cutting your overall consumption.

2. Know your paper. Understand what really green paper looks like – and what is just greenwash..

3. Buy only 100% recycled post-consumer waste paper. That's paper that has already been used at least once before.



Visit www.ethicalpaper.com.au to read more.
Please print on 100% recycled post consumer waste paper | August 2011

www.ethicalpaper.com.au

Where does our paper come from?

Paper use is one of the greatest drivers behind forest degradation worldwide.

Every year, over 15 million hectares of the Earth's forests are destroyed. In Australia, since European settlement, over 90% of our old growth forests have been cleared or logged. Today, logging is still one of the major contributors to forest degradation, and over three quarters of all trees logged are woodchipped to make paper.

...over three quarters of all trees logged are wood-chipped to make paper.

Logging in native forests has global impacts. It reduces biodiversity, threatens the survival of our native plants and animals, and releases vast amounts of carbon into the atmosphere, making climate change worse. Woodchipping destroys old growth forests and degrades water catchments, polluting our rivers and reducing water supplies.

How Can I Help?

The problems are big, but some of the solutions are simple. This brochure helps you to make informed choices about the paper you use in your office and home.

By buying recycled paper you are increasing demand and driving the changes required to truly reduce our impacts on our forests and forest ecosystems.

The issues related to copy paper are the same for other printing papers. Please buy post-consumer recycled paper for all your printing needs, not just for copy paper.

You can make a forest-friendly choice

1. Reduce paper use

- Only print when absolutely necessary. Think before you print - could that report or document be posted online or on your organisation's intranet instead?
- Use double sided printing (duplex).
- Replace paper faxes with scanning and email.

2. Know your paper

Logging for paper production raises many ethical concerns. These range from environmental issues such as habitat destruction and increased carbon emissions, to environmental and human rights concerns surrounding irresponsible and illegal logging in many countries.

Be an informed consumer. Please see the back page to find out how to recognise ethics indicators on paper packaging.

3. Buy 100% post-consumer waste recycled paper

After reducing overall paper use, this is the best way to minimise the impacts of your paper consumption. Compared with non-recycled paper, one tonne of this paper saves:

- 60% water use
- 75% bleach use
- 27kg air pollutants
- 2.5 barrels of oil
- 2.5 tonnes of greenhouse gases
- 4m³ landfill

You can buy these papers at lots of different retailers. To find your local stockist, a quick internet search under any of the brand names below should suffice. Exact price may vary from retailer to retailer. Make your forest-friendly choice more affordable by speaking to your supplier about discounts for bulk purchases.

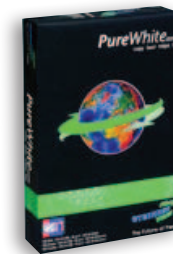
If you have any problems locating a sustainable paper option in your area, please call the Wilderness Society on (03) 6224 1550.

Our recommended papers:

Evolve



Vision – Pure White



Fuji – Recycled Pure +



Officemax – 100% recycled



Unfortunately, no Australian company currently produces a 100% recycled paper that is not linked via branding to papers that come from Australia's carbon rich forests.

Although the papers recommended above are made overseas, the carbon footprint of transportation to Australia is **significantly** less than that of logging forests. Other brands are available, but are not as environmentally friendly as the papers we recommend here. Please see overleaf for more information.